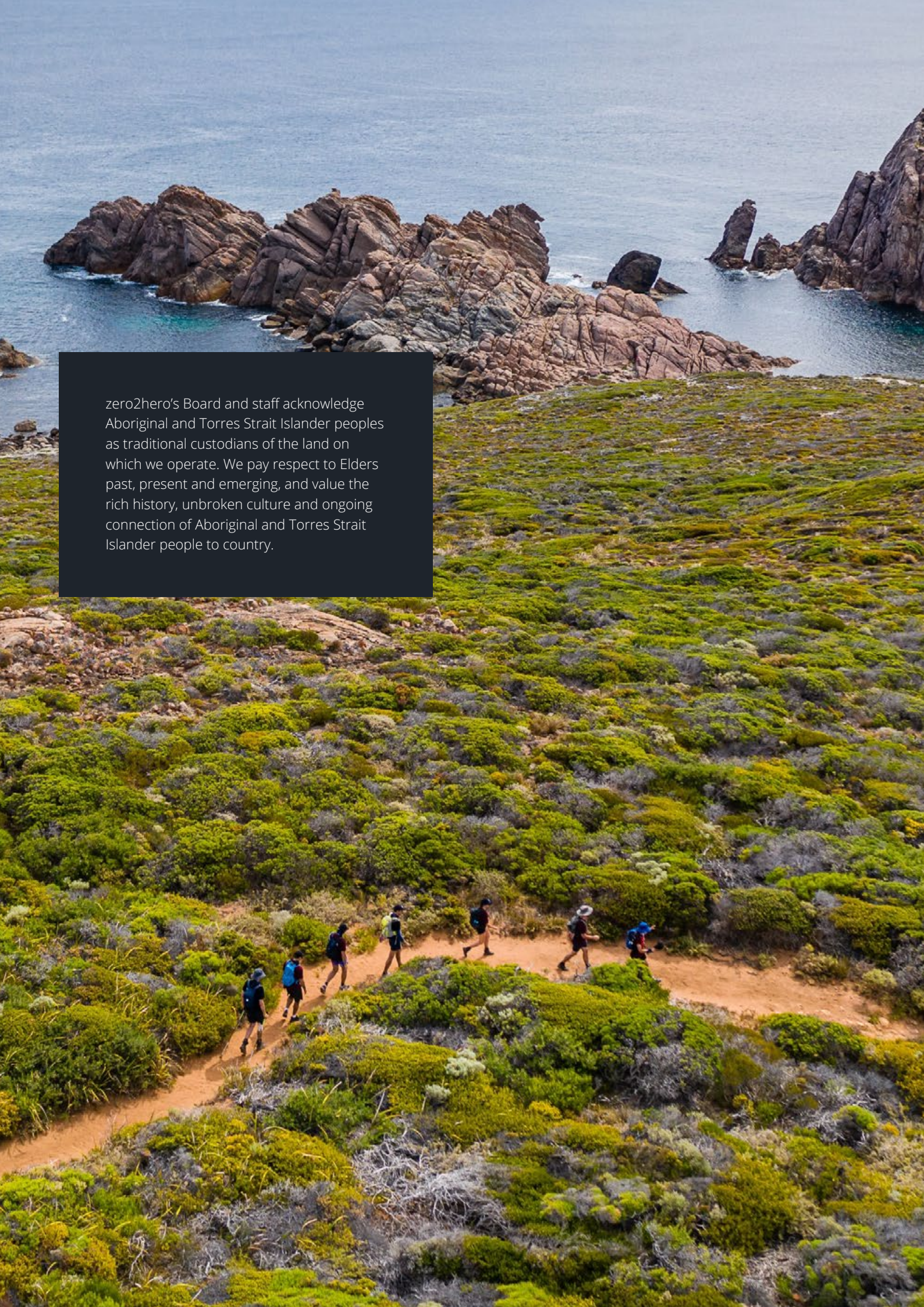


# Annual Report

JULY 2021 – DEC 2022





A group of about eight hikers are walking along a dirt path that winds through a dense, low-lying coastal scrubland. The vegetation is a mix of green and yellowish-brown shrubs. In the background, the ocean is visible, with several large, rugged, reddish-brown rock formations jutting out from the water. The sky is a pale, overcast blue. The hikers are wearing various outdoor gear, including hats, backpacks, and athletic clothing. The overall scene is one of a scenic coastal hike.

zero2hero's Board and staff acknowledge Aboriginal and Torres Strait Islander peoples as traditional custodians of the land on which we operate. We pay respect to Elders past, present and emerging, and value the rich history, unbroken culture and ongoing connection of Aboriginal and Torres Strait Islander people to country.



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# About us

**Founded in 2012, zero2hero is a mental health charity that is dedicated to improving the mental health and wellbeing of young people, and preventing suicide in Australia.**

Our range of innovative school programs, leadership camps and fundraising events all focus on mental illness prevention and early intervention.

Our aim is to **educate, engage and empower** thousands of young heroes each year, to champion a generation of mental health leaders!

## Our Vision

To empower young people to positively manage their own mental health and wellbeing, and support others to do the same.

## Our Mission

We provide programs that educate, engage and empower young people to support and maintain their own mental health and prevent suicide in the community.



# Our values



## Courage

Courage is not the absence of fear, but the ability to feel that fear and act anyway.



## Health

More than the absence of disease, health is a state of mental, physical and spiritual wellbeing – the ability to live a free and fearless life.



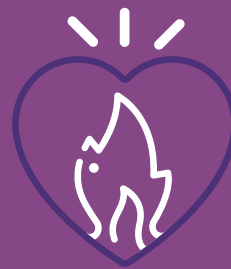
## Integrity

Being whole and consistent in character with what you do, what you say, and who you do and say it with.



## Respect

A way of thinking, being, and approaching life that involves giving weight, dignity and esteem to people and their ideas, thoughts, and feelings.



## Passion

Solving the current mental health crisis is our passion. Our passion is to make a difference and save lives, which is the driving force behind everything that we do.



# Our Approach

## We work with young people because mental health education, prevention and early intervention is the key.

Traditionally, the mental health system has focused on crisis support and treatment, but by offering a hand up rather than a hand-out during early stages of an individual's life, we believe mental health can be improved and suicide can be prevented. That's why we need to start with our young heroes.

We offer a range of school programs, camps and events that all aim to educate, engage and empower young mental health ambassadors.

We have created and facilitate one-of-a-kind programs that allow young people to connect with themselves and each other, to understand how to ask for help, and to become change-makers in the mental health space.

We also work hard to facilitate programs that make a difference, ensuring school's incorporate mental health into their curriculum, and hold space for young people to break the stigma surrounding mental health.

## Why Start With Our Youth?

**Suicide** is the leading **cause of death** for Australians **aged 15 – 44**

**75%** of **mental illness** is formed before the **age of 25**

**1 in 4** **young people** currently experience a mental health problem

Adolescents are more likely to **talk to their friends** when they are struggling



A man with glasses, wearing a black tuxedo jacket, a white shirt, and a red bow tie, is standing behind a black podium. He is looking down at the podium. The podium has a microphone and a small logo that says "Lectrum". The background is dark with some red and white abstract shapes.

**A WORD FROM...**

# Our Chairman

**On behalf of the zero2hero Board, our CEO Ashlee Harrison, and the team of amazing staff and volunteers, it is with great pleasure that I present the zero2hero Annual Report from June 2021 to December 2022.**

Each year we go from strength to strength as an organisation and the past 18 months has been no exception. We have seen significant growth both in terms of impact and reach, as well as adding to our operational team. There have also been some incredible “firsts” with a focus on program delivery in primary schools and welcoming Chevron into the zero2hero family as an Empowerment Partner.

Ashlee and our operation team have worked tirelessly, and the numbers speak for themselves. We reached 263 schools, of which 84 were Primary Schools, which was a new focus for us. Over 23,000 students participated in our educational programs. We delivered 13 Camp Hero programs and trained 407 students in our accredited safeTALK suicide prevention program.

Our mission is to develop and improve the understanding of mental health issues amongst young people in WA through our innovative programs. In order to continue on our journey we rely on the incredibly generous sponsors and corporate partners who have once again provided their support. We look forward to your continued support and seeing you all again at our key events in the near future.

Finally, I would like to acknowledge the dedicated work of the board, our inspirational CEO, and all the zero2hero staff and volunteers. zero2hero is an extraordinary organisation filled with passionate people who all share our vision that mental health problems can be effectively dealt with, and suicide can be prevented. It is exciting to work with you to drive this organisation forward.

**Paul Stone**

Chairman, zero2hero



RED CAPE BALL

A WORD FROM...

# Our CEO

**The life of a teenager today is unique to any generation before. Today, a young person grows up with a mobile phone, would prefer to text, than call, often has Instagram or TikTok before they start high school, expresses themselves with emoji's rather than words and does not know a life without the internet. The average teen spends an average of five hours a day online; messaging, on social media, gaming, streaming and "hanging out". This has resulted in little to no downtime, multiple sources of instant and external gratification and a sleep crisis contributing to poor mental health for many of our teens and children.**

This access to information has also increased our pace of life which has seen many benefits; productivity, advancements in health, and technology and increased access to communication and connection. However, we have also seen some negative impacts, including a decrease in our mental, physical and emotional health, especially for our children and young people, who are less equipped to navigate this decline.

This is evidenced by an increase in mental illness, self-harm and youth suicide. A staggering 448,149 (28.8%) young people indicated high psychological distress and almost one-quarter felt lonely all or most of the time. Today more than 100,000 children and teenagers are prescribed antidepressants, up 60% in the past 5 years, and Australia has seen a 200% increase in calls to mental health helplines from 5-year-olds.

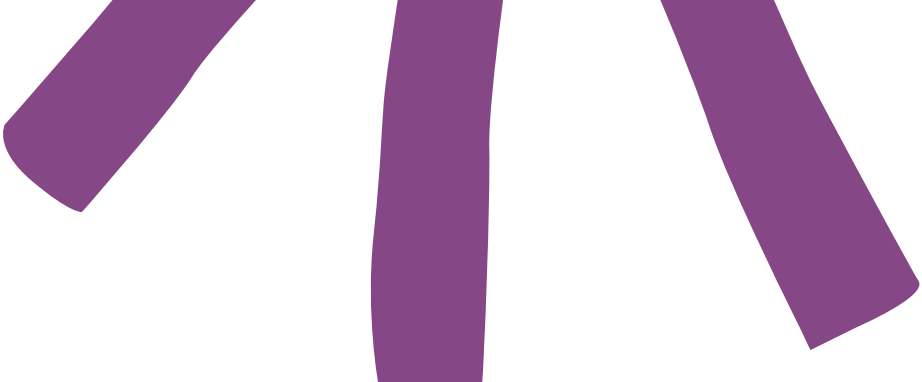
Our children need our help, and they need a solution that works.

The current mental health system is focused on treatment, not prevention. Society's response to youth mental ill health and suicide is not holistic or person-centred and instead places further burden on a system that already has limited or no capacity to meet the demand.

This is why we exist, to provide a solution to the current mental health crisis.

Today – more than ever before, what we do is needed!





zero2hero facilitates a wide-range of programs that allow young people to connect with themselves and each other, to understand their needs and how to ask for help – before the point of crisis. We have found a way to connect with young people that is authentic and real, and I am proud to say that it is working.

As we bring you this report and I reflect on the past 18-months, I am immensely proud and thankful. Thankful for the team, volunteers, and supporters and proud of the work we have done and continue to do in the mental health sector.

With this report, I look back on what has been the most challenging yet rewarding periods in my time with zero2hero. In this report, we are thrilled to present some of our achievements, learnings, and improvements, none of which would have been possible without our team, partners and supporters.

The tail-end of 2021 saw us deliver an unprecedented amount of school programs and camps in a 6-month period. Following this, we celebrated our third annual Red Cape Ball, raising an amazing \$450,000. This provided the support required to expand our work into regional Western Australia.

We began planning state-wide impact and in early 2022 were met with the WA Health Department Covid announcement – “school camps are cancelled until further notice”. A devastating blow for one of our flagship programs, Camp Hero, which supports so many of young people. However, the team pivoted, quickly recovered and instead focused our attention on our school's program delivery and the strategic goal of state-wide impact.

The 2021-2022 financial year, saw our education team reach 263 schools across this vast state, including (but not limited to); Bridgetown, Bunbury, Coolgardie, Derby, Fitzroy Crossing, Gingin, Halls Creek, Kalgoorlie-Boulder, Kambalda, Kurrawang, Lancelin, Laverton, Leinster, Leonora, Looma, Manjimup, Menzies, Nannup, Norseman, Onslow, Pemberton, Wyndham, Yanchep and all across the Perth Metro region.

Over this period, we also welcomed improvement in our operations, aligned to our strategic goal of Operational Excellence, implemented new systems, policies and recruited key new staff to expand our impact and programs further.

By December 2022, despite the challenges presented, I can proudly share that we impacted 48,231 young people across this vast State. Included in this, are 407 students who are now trained in suicide alertness, all empowered to prevent suicide in their school and community. Tens of thousands of young people empowered to understand and navigate their mental health, to be a valued support for others and to overcome the challenges unique to their generation. As our programs increasingly become established as leaders in this space, we know that there is more to do and we thank you for your partnership and invite you to continue standing up for young minds with us.

A huge year and one our team could not have done without some very generous supporters and partners. Thank you and we look forward to positively impacting more young heroes in 2023 and beyond.



**“Tens of thousands of young people empowered to understand and navigate their mental health, to be a valued support for others and to overcome the challenges unique to their generation.”**

# Our Board of Directors

## **Paul Stone** **Chairman**

With 30 years' experience in the international oil and gas industry, Paul's experience spans engineering, business development, and operational and general management across the UK, Europe, Australia, Asia and the Middle East. Paul has also held Non-Executive Director roles with Not-For-Profit organisations in both the Education Services and NDIS sectors.

As an Australian Institute of Company Directors graduate and current Director of Callidum Consulting, Paul provides a range of leadership, organisation improvement, business development, project delivery and enterprise management advice to clients in the energy and resources sectors across Australia.

In addition to Paul's role as Chairman of zero2hero, he is the current President of the Petroleum Club of WA and the Deputy Chairman of an Independent Public Primary School.

## **Marco Russo** **Treasurer**

Marco is a Certified Practicing Accountant and the current Director of the accounting firm, Regency Partners. With over 17 years' experience across the finance sector, Marco has serviced and been responsible for a wide range of varied clients spanning a variety of different industries.

With a passion for the Not-For-Profit sector, Marco currently volunteers his time through the provision of pro-bono professional services as the Finance Director of zero2hero and the Meridian Global Foundation.

Feverishly dedicated to delivering positive outcomes for organisations and the community, Marco actively promotes innovative systems that can aid in the delivery of such needed outcomes.

## **Ashlee Harrison** **CEO and Secretary**

Along with her role as CEO of zero2hero, Ashlee is a safeTALK trainer, speaker and mentor. Ashlee began working in the mental health sector 12 years ago, after experiencing the loss of a loved one to suicide. During her time in mental health, Ashlee and the zero2hero team have positively impacted the lives of thousands of young Western Australians.

As a testament to Ashlee's hard work, she has received several acknowledgements including the 2016 Young Western Australian of the Year, a Pride of Australia Medal, Western Australian Youth Award for Education, and has also been recognised by the Australian Financial Review as one of Australia's 100 Women of Influence.

Ashlee is a highly skilled communicator and holds a Bachelor of Commerce with a double major in Public Relations and Marketing from Curtin University.

## **Zaheer Mohamed** **Board Member**

Zaheer is an experienced Senior Executive currently working in the public health sector with extensive experience in leading strategic health initiatives at local, state, and national levels.

Zaheer strongly believes that all children should have equal opportunity to succeed, because enabling and supporting children to have a healthy mind and body is a key to success and quality of life.

Academic credentials include a Master of Business Management, Graduate Diploma in International Finance, Project Management Professional and undergraduate degrees in Microbiology and Public Health.



**Neil Sadler**  
**Board Member**

Currently CEO in the Asia Pacific region for Altrad Services, a global leader in the provision of industrial services, Neil is a highly experienced leader and mentor.

Based in Singapore, Neil is responsible for setting growth and operational strategies for Australia, Singapore, China, Thailand and Russia.

Neil has accumulated a vast amount of global knowledge and experience having worked at almost every level across oil, gas, mining and industrial sectors.

Having been involved with zero2hero for several years, and with Altrad Services serving as a major sponsor of the organisation, Neil is passionate about driving the success of zero2hero but most importantly, raising awareness of mental health within the community and sharing the values that zero2hero holds.

**Kat Ball**  
**Board Member**

Currently an Executive Director at Commonwealth Australia Bank, working in the Global Markets division Kat is a finance professional with over 25 years' experience working in financial markets across Australia, the UK and Ireland.

A member of the Finance Treasury Association, Kat holds a Bachelor of Accounting and Finance from the University of Western Australia and a Graduate Diploma in Applied Finance and Investments from the Securities Institute of Australia.

Kat is passionate about making a difference, not always on a grand scale but also in the everyday, with small gestures being just as rewarding as longer term, bigger, bolder changes or actions.

**Linda Stade**  
**Board Member**

Linda is currently a Research Officer at Santa Maria College and is a seasoned educator, writer, consultant and student of all-things education.

Four years ago, she established Linda Stade Education, and has quickly become a widely known, and well-regarded, writer and speaker for parents, teachers and students.

Linda has worked in various teaching and management roles in education for 28 years, including in government and private schools, country and city, and single-sex and co-ed settings.

**Dr Kaine Grigg**  
**Board Member**

Kaine is a clinical psychologist with over 10 years' experience working with children, adolescents and adults. He has worked as a youth worker, outreach worker, and psychologist.

Dedicated to improving community mental health and wellbeing outcomes, Kaine founded the mental health promotion charities MyLocalMind Inc. and Fremantle-based subsidiary FremantleMind Inc.

Kaine currently works as a private consultant clinical psychologist through his private practice, K.A. Grigg Consulting, and as a clinical psychologist and supervisor with the Western Australia Department of Health WA.

A photograph of Matthew Pavlich, a man with grey hair, wearing a black tuxedo and a black bow tie. He is standing at a black podium with a microphone, smiling and looking towards the right. In the background, a large screen displays the text "RED CAPE BALL" in white capital letters, with a red cape graphic below it. The background is dark with some red light effects.

RED CAPE BALL

**A WORD FROM OUR PATRON...**

# Matthew Pavlich

**After four years as Patron of zero2hero, I am immensely proud to see where Ashlee and the team have come from and where they are now heading. It has been incredible to see the growth and impact the organisation has had in our WA community.**

Being associated with zero2hero is an honour and with the exciting new commercial partnerships being executed, the record reach that has been achieved in our schools and community will continue long into the future.

These crucial educational programs and camps, that stretch to thousands of young people, remain ground breaking in the mental health space.

To see and experience first-hand the impact that zero2hero has in educating our youth about mental health challenges, shows how important the charity is and how precious our mental health is.

Given I have had people close to me suffer the constriction of crippling mental health battles, knowing there is an organisation that is focusing on preventing it in our community gives me confidence we will all be better off in the future.

The work zero2hero does to educate and prevent suicide for our young people is personal for my wife Lauren and I, who with three young children firmly believe in raising awareness in our youth and educating, empowering and ultimately preventing suicide.

Crisis support in times of need remains as important, but the prevention and education aspects of the charity are truly inspirational.

I personally thank Ashlee and the team for their support and all our commercial and community partners who continue to assist our mission.

**Matthew Pavlich, zero2hero Patron**

# Our impact at a glance

With mental health issues at a critical level, we are continuing to work hard to impact the lives of thousands of young Western Australians every year. In the last 18 months, we proudly increased the amount of students we impacted and the number of schools we reached from previous years, continuing to grow in strength and impact.

Our impact between July 2021 - December 2022.:

**48,231**  
students impacted



**23,795**  
students participated in  
our education programs

Trained

**407**  
students



in suicide  
prevention

Reached  
**263**  
schools



# Our programs at a glance

## Schools Programs

**We offer a wide range of school programs that aim to educate, engage and empower young people. Every year, we successfully reach and positively impact thousands of young people across Western Australia with these programs.**

- **HERO HIGH:** Our range of stand-alone mental health workshops, covering a wide range of topics such as understanding anxiety and how food affects our mood.
- **CHEVRON HUMANKIND:** An evidence based program to develop student's compassion for themselves and for those around them.
- **ZERO2HERO DAY:** An annual day for students to dress as their favourite superhero and have open conversations to help remove the stigma that surrounds mental illness.
- **CHEVRON TOUGH STUFF:** An 8 week resilience building program combining mental health with a fun physical component.
- **IN YOUR HEAD:** A youth mental health forum featuring keynote speakers, fun break-out sessions and therapeutic ways to support mental health.
- **SAFETALK:** A half day program to become an accredited Suicide Alert Helper.
- **GOALS AHEAD:** Students are joined by Fremantle Football Club athletes to build their physical and mental health in this 8 week program.
- **DRUMBEAT:** A powerful program incorporating hand drumming and rhythm as a therapeutic tool for mental health.



## Camp Hero Programs

**Our Camp Hero program gives young heroes the tools they need to become mental health leaders in their communities. We have created a range of Camp Hero programs to suit a variety of needs, and engage thousands of young heroes in different ways.**

- **MENTAL HEALTH LEADERSHIP:** A 5 day youth development camp to empower young leaders aged 15-18 years old, empowering them to become mental health leaders and an accredited suicide-alert helper.
- **YOUTH:** A 5 day camp designed for 13-15 year olds to equip them with the skills necessary to understand and nurture their mental health and create meaningful connections with their peers.
- **SPORTS:** A 3 day intensive sports and health school holiday clinic for 7-12 year olds facilitated by professional athletes and coaches.
- **CREATIVE:** A 3 day school holiday clinic designed for creatively inclined young people to showcase and explore their talents and creative side.
- **CULTURAL LEADERSHIP:** A culturally appropriate 5 day mental health camp to give students the tools needed to effectively deal with their mental health.
- **WARRIOR:** A rite of passage camp for young men.
- **RETREAT:** A 3 day camp retreat for young people currently experiencing anxiety and/or depression

\*Cultural Leadership, Warrior and Retreat camp programs were not held in 2021 and 2022.





# Meet Alise



I originally wanted to come to camp to talk about my mental health experiences and learn new skills so that I could use my journey to help others. Yes, I did that, but camp turned out to be so much more than that. I faced so many fears in the last week without judgement, and met so many amazing people that are some of the best friends I have ever made. Camp Hero is truly a fabulous experience.





# Meet Jerone

“

I always thought that asking for help with your mental health wasn't a 'manly' thing to do, and I thought I could take care of my mental health by myself. I discovered that being vulnerable gives you the room to become the best you. Camp Hero taught me how to help support others with their mental health problems and to help prevent suicide, but for me personally, it's knowing that asking for help is a good thing and that there are always people to support you.

”





# Camp Hero Classes of 2022







# Our annual timeline

- **July 2021** Western Derby Lunch | Camp Hero Sports
- **August 2021** Camp Hero Mandurah (#22)
- **September 2021** In Your Head | PG Recommended
- **October 2021** Camp Hero Seacorp (Camp #23) | Camp Hero Mental Health Leadership (Camp #24)  
Camp Hero Mental Health Leadership (Camp #25)
- **November 2021** Red Cape Ball | cape2cape Youth Trek
- **January 2022** Camp Hero Sports
- **March 2022** cape2cape
- **June 2022** zero2hero Day
- **July 2022** Camp Hero Sports | Camp Hero Creative
- **August 2022** Camp Hero Youth (Camp #1) | Camp Hero Youth (Camp #2)  
In Your Head | PG Recommended | The Heroes Lunch
- **September 2022** cape2cape Trek | Camp Hero (Camp #26) | Camp Hero (Camp #27)
- **October 2022** Camp Hero Chevron (Camp #28)
- **November 2022** Red Cape Ball



# Highlights from our year

In the last 18 months, we have impacted over 48,000 young people across Western Australia!

## PRIMARY SCHOOLS

**For the first time, we began expanding our reach to primary schools, which included the development and piloting of our new Chevron Tough Stuff program for year 5 and 6 students.**

With this new focus, we are proud to announce we reached 84 primary schools, educating 2,012 primary school students with our programs, and impacting 2,948 primary school students over the 18 months.

## HIGH SCHOOLS

**We also had a record year and a half with our impact amongst high schools, reaching 179 high schools, educating 21,783 high school students with our programs and impacting 45,283 high school students.**

Our most delivered high school program was our Hero High program - with Mental Health 101, Love Yourself and Let's Talk Resilience being the most popular topics.



# Our Regional Reach

**In an effort to increase our reach and support of young people across WA, in the last 18 months our team of heroic workshop facilitators delivered mental health workshops to students in regional areas including The Goldfields, Wheatbelt, Mid West, Pilbara, South West, Great Southern and The Kimberley.**

Moving forward, we will continue prioritising program delivery in regional areas to ensure every young person in WA is included in the conversation about mental health.



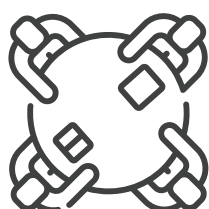


# Our School Impact

**The main goal of our school programs is to educate, engage and empower young people with the life skills necessary to positively manage their mental health and contribute meaningfully to their communities.**

We encourage students to adopt healthy attitudes and behaviors to allow them to develop a better understanding of mental health and how to help those who may be struggling.

**In the last 18 months we...**



## 561

**workshops delivered**

## 2,948

**primary school students impacted**



## 45,283

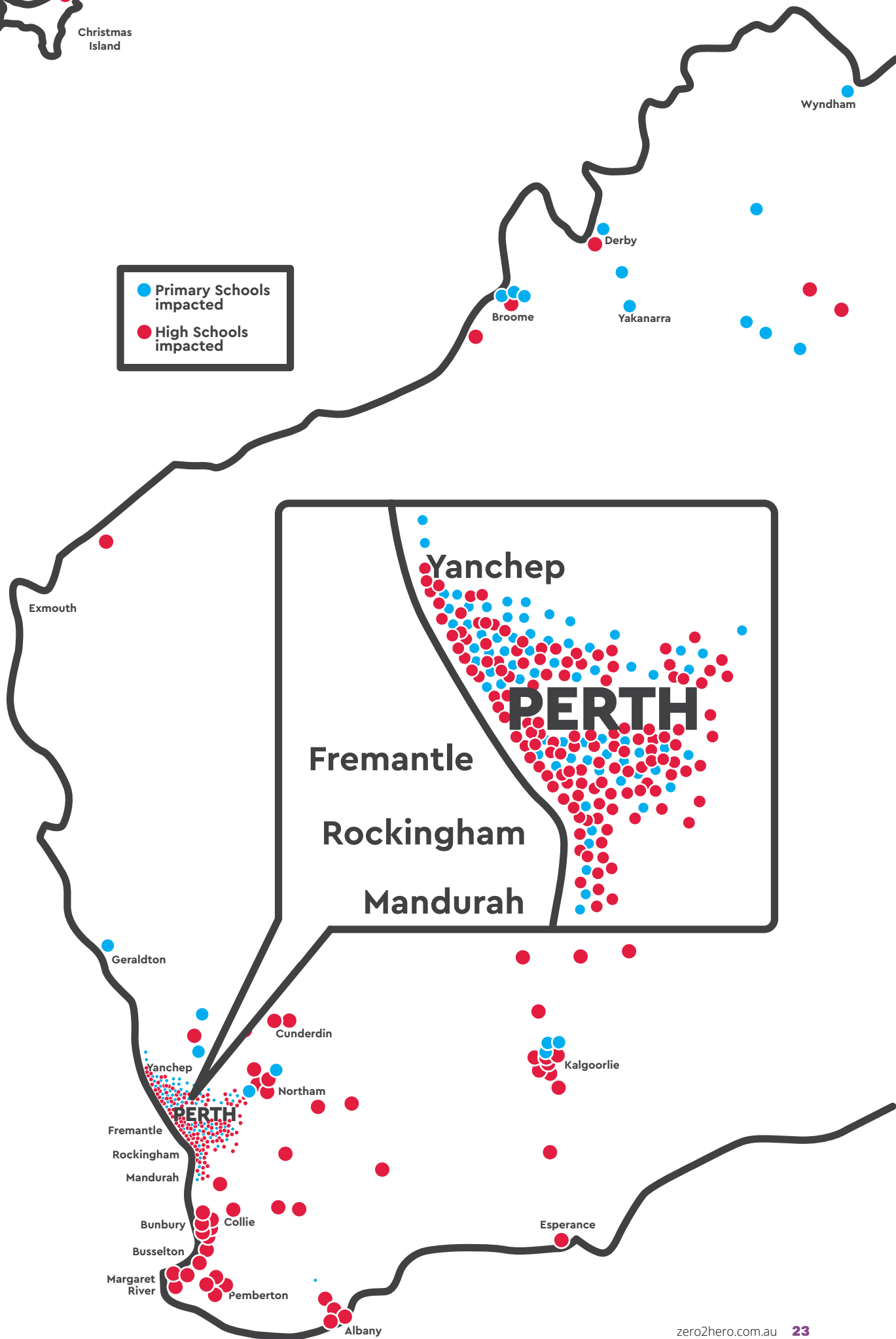
**highschool students impacted**

**“Working with zero2hero has given the students an introduction to the importance of mental wellbeing and self-care and provided them with tangible things they can do to take care of themselves. We look forward to working with zero2hero again and we are grateful for the collaborative relationship we have founded with them for the benefit of our students.” Yvonne, Social Worker, Whitford Catholic Primary School**





Christmas Island



# In Your Head

**We held two successful In Your Head forums in 2021 and 2022, with hundreds of students and teachers attending for WA's only youth mental health forum..**

In Your Head is a school excursion like no other, featuring interactive and dynamic breakout sessions, keynote speakers and workshops to get student's minds thinking and their bodies moving!

## In Your Head 2021

Over 980 students and teachers from 48 schools across WA attended our fifth annual In Your Head. Attendees heard inspiring keynote presentations from Psychologist Karen Young, Olympian Olivia Vivian and Aboriginal Mental Health Consultant Brian Councillor, each sharing their personal journeys, mental health experiences and their learnings.







“

**“Best day out for my teenage daughter. Life changing and so worth a day off school. Inspiring, positive and helpful. Thanks from a grateful mum!”**



## **In Your Head 2022**

In 2022, we were joined by industry leader and author Maggie Dent, Educator Dr Jodi Richardson, Entrepreneur Craig Hollywood and Athletes Eliza and Mikaela Greene, who inspired over 1,000 students from 55 WA schools to positively manage their own mental health and wellbeing and equipping them with tools to also support others.







# Camp Hero LEADERSHIP



**In the last 18 months, we held 7 Camp Hero LEADERSHIP programs, hosting 316 young leaders from across Western Australia.**

Camp Hero LEADERSHIP is our flagship program, and is a 5 day life-changing experience that gives young heroes the tools they need to become mental health leaders.

Each young hero is encouraged to challenge themselves whilst building their confidence, and also receive an accreditation in the nationally recognised suicide alertness seminar safeTALK to learn practical skills on how to support someone who may be thinking about taking their own life. These are the camps we hosted in this reporting period.

**Aug 2021** Camp Hero Mandurah #22

**Oct 2021** Camp Hero Seacorp #23

**Oct 2021** Camp Hero LEADERSHIP #24

**Oct 2021** Camp Hero LEADERSHIP #25

**Sep 2022** Camp Hero Mandurah #26

**Sep 2022** Camp Hero LEADERSHIP #27

**Oct 2022** Camp Hero CHEVRON #28



**“Camp Hero has changed my life and helped me to discover who I am. The friendships I’ve made here are so strong and I’m so fortunate to have been a part of this experience.”**

**Lily, Camp Hero Alumni**



# Camp Hero YOUTH

**In 2022, we launched the very first Camp Hero YOUTH programs for 13 - 15 year olds, to equip them with the tools needed to understand and nurture their wellbeing.**

We held two Youth Camps in August 2022, empowering 52 young heroes and providing them with an opportunity to create meaningful connections with themselves and their peers through engaging workshops, team building exercises and fun confidence boosting activities! These are the camps we hosted in this reporting period.

**Aug 2022** Camp Hero YOUTH #1

**Aug 2022** Camp Hero YOUTH #2





# What students said about Camp Hero



**Tiha, 15**

My journey with Camp Hero has given me many challenges that put me out of my comfort zone. I believe that I have grown stronger both mentally and emotionally over the week, this experience allowed me to truly find myself and help me recognize my strengths and limits.



**Elih, 15**

Before I came to Camp Hero my knowledge about mental health was minimal. Since then, my knowledge has been widened and has filled a gap I did not know was there. A week surrounded by great people in a great environment was truly a once in a lifetime opportunity.



**Hazel, 17**

The connections I have made this week have been so valuable. I have never had an experience where I felt so comfortable letting go and feeling like myself. I didn't realise that just being myself is the only way I can truly love and help others, and be loved myself.



**Steven, 17**

I initially came to Camp Hero to equip myself with the skills to help those around me. However, I left camp with a whole lot more. The program pushed me to connect with others and face the camp challenges with my head held up high. In the end, I found that helping myself was integral to helping others.



**Jacinta, 15**

Through this experience I have grown so much as a person. I have found who I am, and I have made some incredible connections, that I know will last. I would recommend this program to anyone, as it is a real eye opener to who you are and what type of person you want to be in the future.

# Evaluation of our Camp Hero LEADERSHIP program

1 July 2021 - 31 Dec 2022



# 100%

would recommend Camp Hero  
to their peers



# 91%

agree Camp Hero  
will increase my influence  
within my family



# 96%

agree Camp Hero  
will increase my influence  
within my school



# 83%

agree Camp Hero will  
increase my ability to  
communicate with my parents



# 87%

agree Camp Hero  
will improve my relationship  
with my parents



# 98%

agree Camp Hero  
will improve my relationship  
with my friends



# 100%

agree Camp Hero gave them  
space to talk about their  
thoughts and feelings more





# Camp Hero CREATIVE

**In July 2022 we launched our first Camp Hero CREATIVE clinic, for 50 creative young heroes.**

This new program invites creatively inclined 7 - 12 year olds to spend 3 days of their school holidays tapping into their creative side, exploring their confidence, connecting with their peers and enjoying activities such as drama, dance, art, slam poetry, cheerleading and drumming.





# Camp Hero SPORTS

**We held three Camp Hero SPORTS programs in the last 18 months, in the July 2021, January 2022 and July 2022 school holidays.**

Over the three camps, we hosted 286 young athletes aged 7 - 12, who were able to increase their knowledge of health and wellbeing, improve their mental and physical strength and develop new leadership skills.

Each young hero had the opportunity to improve their skills in a variety of sports including football, netball, soccer and cricket with professional athletes and coaches - all whilst creating new friendships and having fun!



**“Not only would I recommend this Camp to others, I would encourage you to book it into your calendar now as this was definitely the highlight of my kid’s holidays!”**

**Elise, Parent.**





Camp Hero

# Mentor Spotlight



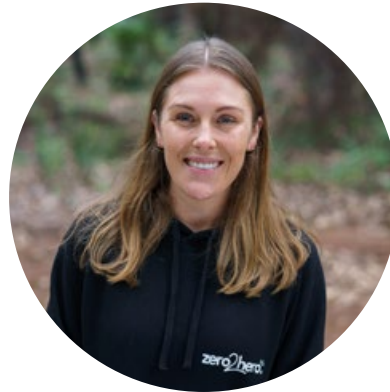
## Chris

**Camp Hero continues to be a place of hope and inspiration for me.**

Observing these young leaders embark on incredible journeys of self-discovery and watching them foster relationships built on a beautiful base of understanding, empathy and passion for mental health is something magical.

There is a future where this passion and understanding is universal, and each one of these young leaders and ambassadors help make that a clearer reality.

I could not be prouder of watching them grow over these 5-days and am beyond excited to see that change they create in their communities.



## Sophie

**I have mentored 3 times at Camp Hero and every time I have come back feeling a totally different person.**

Five full days in the bush with no phone, laptop or technology, just real face to face conversations, connections and experiences that push you more than you could ever have imagined.

We laughed and we cried and by day 5 at graduation I looked back at all of our young heroes to see first hand the difference zero2hero makes to the lives of these beautiful young people and their communities. You wouldn't believe the transformation I saw in my group!

Camp is definitely one of those life changing moments and I can't wait to be back.





# Western Derby Lunch

**Hosted by Matthew Pavlich, the August 2021 Western Derby Lunch welcomed 240 heroes to talk all things football and raised more than \$50,000 to support our mental health programs.**

Guests were joined by an impressive line-up of football legend panellists; Justin Longmuir, Matt Priddis, Aaron Sandilands, Shaun McManus, Glen Jakovich, Paul Hasleby and Will Schofield, to ask all their questions before the big game.



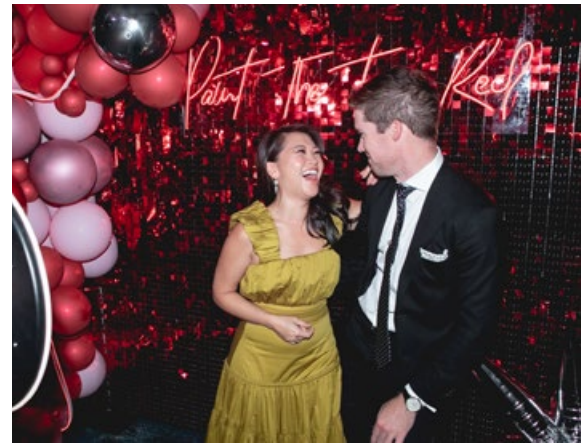


# Red Cape Ball

**The Red Cape Ball is our biggest fundraising event of the year that has solidified its place as a highlight of the Perth event calendar!**

## **Red Cape Ball 2021**

Our third annual Red Cape Ball in November 2021 was another huge success, with 900 guests painting the town red and raising over \$450,000 for youth mental health, almost doubling the previous year's donations, as well as sponsoring an incredible 115 students to attend Camp Hero in 2022.





## Red Cape Ball 2022

Over 900 guests entered a world of splendour, glitz and glamour at the sold out 2022 Red Cape Ball, dancing and donating an incredible \$415k to support our youth mental health programs, and generously sponsoring 92 young heroes to attend Camp Hero in 2023.





# cape2cape Trek

**The cape2cape Trek is our 5 day 135km flagship trek for corporates and adventurers. In 18 months, we successfully hosted two Treks for 73 heroic trekkers.**

The cape2cape Trek sees trekkers walk along WA's beautiful coastline, from Cape Leeuwin Lighthouse to Cape Naturaliste.

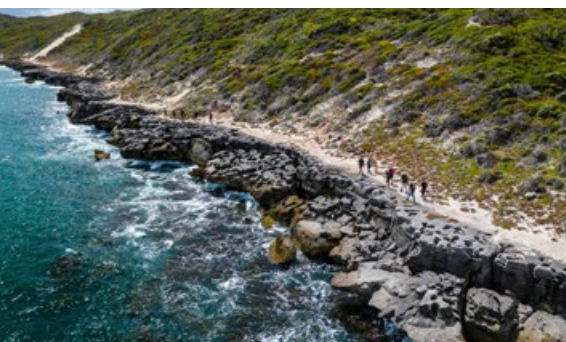
As well as challenging and inspiring trekkers, the cape2cape Trek provides an opportunity for trekkers to gain an understanding of zero2hero's mission while further connecting to the cause and others in their community.

## **cape2cape Trek March 2022**

For the first time we hosted 2 groups in one trek with great success, with 50 trekkers challenging themselves both physically and mentally over the 5 day adventure. Together, they trekked 6,750kms and raised over \$180k for youth mental health.

## **cape2cape Trek September 2022**

33 trekkers took part in our September trek, together walking 4,611kms and raising over \$122k. Throughout the week, this amazing group pushed their boundaries, shared vulnerable moments and made new unbreakable friendships.



“

**The trek was empowering! I was able to reconnect with nature, challenge myself physically, and free my mind from the busyness of normal daily life. Plus, I was able to raise almost \$11,000 to make a real difference to young people.**

**Claire, March 2021  
Trekker**

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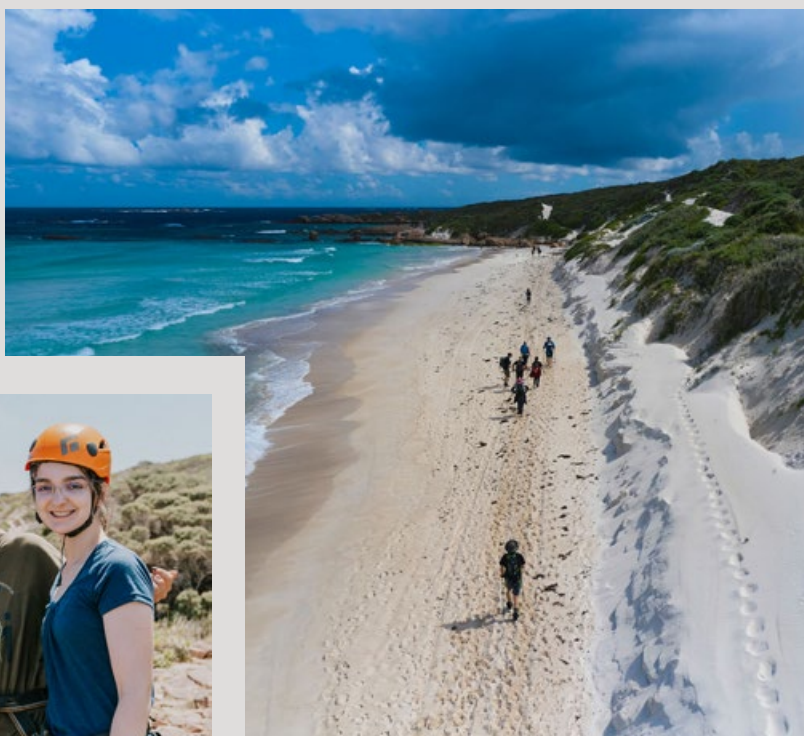


# cape2cape Youth Trek



**In November 2021, we held our very first cape2cape Youth Trek for young heroes aged 18 - 24 years old.**

18 heroic young trekkers took on the cape2cape Trek, conquering the 135kms in 5 days. Together, they raised thousands of dollars to support our youth mental health programs.





# The Heroes Lunch

**In August 2022, our inaugural The Heroes Lunch was a fantastic success, with 400 corporate heroes digging deep and raising \$140k in support of youth mental health.**

The Heroes Lunch is designed as a premium corporate event, with inspiring Australian icons and cricketing legend Justin Langer A.M and business tycoon Janine Allis joining us on stage. Guests joined us at Crown Ballroom, enjoying a gourmet three course meal, live and silent auctions and world-class entertainment.







# zero2hero Day

**On June 17th 2022, we invited schools to take part in our annual mental health awareness day, zero2hero Day, by dressing as their favourite superhero and helping to reduce the stigma associated with mental illness.**

In 2022, had over 7,000 students from across WA take part. Teachers were encouraged to incorporate mental health focused activities and fundraisers on the day, and our school facilitators also visited various schools to interact with students, unmask the importance of talking about mental health and to hand out special prizes for the best dressed superheroes!

“

“Our students love zero2hero Day. They love the opportunity to dress up and the conversations that occur during this time are vital for improving mental health and mental health awareness.”

**Vicki, Teacher, Cannington Community College**

”





# Chevron Australia Partnership



**In October 2021, we proudly welcomed Chevron Australia as our Empowerment Partner.**

Chevron Australia has generously committed \$1.5 million to our programs over the next three years. This funding will enable us to reach more young people on a much larger scale, empowering an additional 30,000 young mental health ambassadors by 2024.

As part of the partnership, two new school programs have been created - Chevron Tough Stuff and Chevron humanKIND, as well as an annual fully funded camp, Camp Hero Chevron.



## **Chevron humanKIND**

This program consists of one hour workshops that explores compassion focused therapy and has impacted 1,407 high school students in the last 18 months..



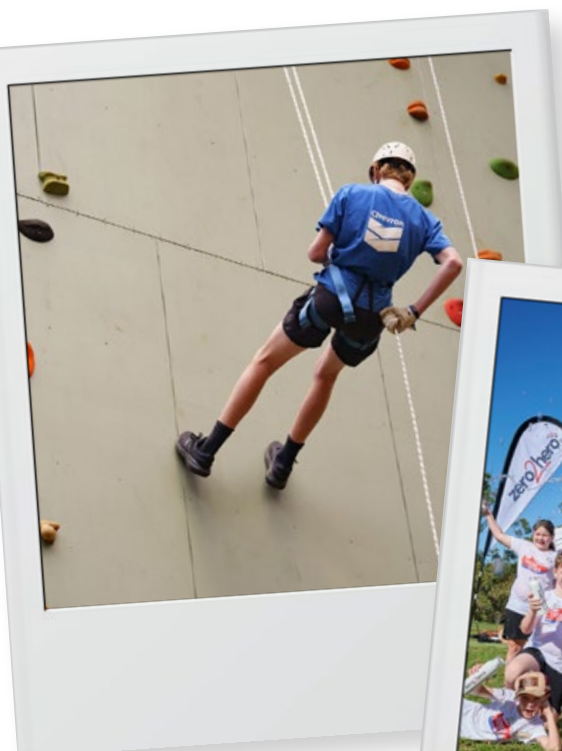
## **Camp Hero Chevron**

In October 2022, 32 young leaders attended our Camp Hero Chevron program, becoming mental health leaders for their communities and accredited suicide alert helpers.



## **Chevron Tough Stuff**

An 8 week resilience building program that combines physical and mental health and includes a final 4 kilometre fun-run for young students to prove to themselves just how tough they are. This program was delivered to 390 primary school students in the last 18 months.





# Purple Hands Foundation Partnership

**In 2021, we established our partnership with the Fremantle Football Club's charitable arm The Purple Hands Foundation to deliver a mental health program specifically designed for year 8 and 9 students, Goals aHead.**

Goals aHead is an 8-week program whereby students are joined by Fremantle Football Club athletes and are encouraged to strengthen their resilience, coping strategies and help-seeking behaviours.

This is just the first step in building upon a very exciting partnership that has already begun to expand outside just this one program to develop mentally well and resilient young Western Australians.



# Meet Some Of Our Everyday Heroes



# Thank you

**The important work  
we do has been made  
possible thanks to the  
following generous  
contributors:**



# THANK YOU

## July 2021 - Dec 2022 Partners

### Empowerment Partner



Chevron Australia

### Major Partners



Seacorp



Macquarie Foundation

### Silver Partners

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Access Hire



Alpha Conveyancing



Altrad Services



Consilium Corporate



Credentia Construction



Tracc Civil and Urban Resources



Ryan's Quality Meats

## Bronze Partners

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Commbank Foundation



Dependable Laundry Solutions



Regency Partners



Shaw and Partners  
Financial Services

## Heroic Support

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**A special thank you to our heroic partners who support us through in-kind ways throughout the year.**



Altrad Services



Rent WA



RSM Australia



Sprint Screen Printing



Thomsons Coachlines

## Event Partners

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9 News Perth

Nestle & Porter

Gage Roads

Coles



# Financials

**zero2hero is proud to have increased our program delivery expenditure by 456% in this reporting period. This has directly impacted 48,231 young people.**

zero2hero recently changed our financial year reporting period to align with the school year. The below figures represent an 18-month period, from July 1st 2021 through to December 31st 2022.

During this reporting period we have welcomed many new supporters and partners across our programs, events and fundraisers. This has seen our Red Cape Ball and cape2cape trek become flagship events in Perth, Western Australia, garnering some amazing and generous support. The fundraising expense (reflected below as 41%) supports the events and initiatives which allow us to grow our operation and impact more young people.

The majority of our revenue (61%) remains to be sourced through our key fundraising events and donations received at these events. This combined with other fundraisers, grants and some 'fee for service' programs, have seen our revenue increase by 190% or \$2,368,038.

In the 2022 reporting period (18-months), zero2hero increased program delivery expenditure by \$1,871,130 or 456%.

This financial year, zero2hero achieved an operating surplus of \$268,979. We will continue to maintain reserves to ensure sustainability which aligns with our strategic plan and objectives.

Integral to this is the purchase of a campsite.

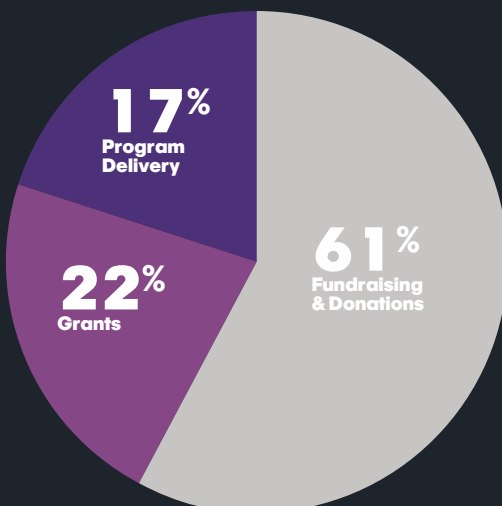
We are extremely grateful for the ongoing and unwavering support from our corporate and individual supporters, donors and partners. We look forward to continuing to stand up for more young Western Australian minds in 2023 and beyond.

Please note: figures in the annual report include income and payments received/ made in advance. These amounts are disclosed in the statement of financial position in the accompanying audited financial statements.

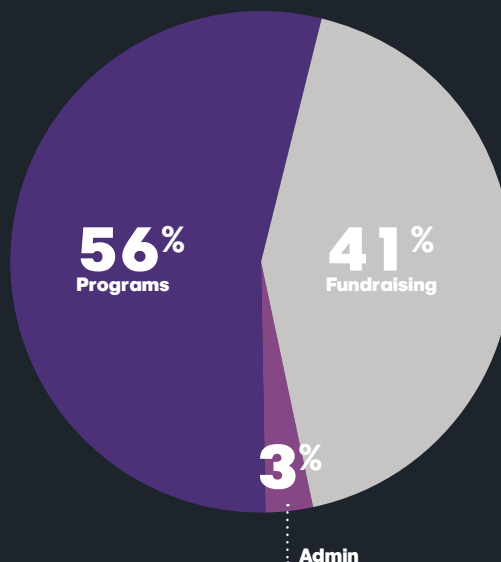
**Please note: the below figures represent an 18-month period:  
July 1st 2021 – December 31st 2022**

**Revenue: \$3,610,284    Expenses: \$3,341,305**

## Income



## Expenses



# **Stand up for young minds**



**zero2hero.com.au**





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